

Town of Luray, Virginia

REQUEST FOR PROPOSAL

UPDATE OF THE

COMPREHENSIVE PLAN

RFP Issue Date: Monday, July 17, 2006

Proposals Due: Friday, August 25, 2006

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REQUEST FOR PROPOSALS

General Information

Issue Date: Monday, July 17, 2006

Project: Update of the Comprehensive Plan

Issuing Entity: Town of Luray Town Council

Mail to: Town of Luray
P.O. Box 629
Luray, VA 22835

Hand Deliver to: Town of Luray
45 East Main Street
Luray, VA 22835

The Town will receive sealed proposals until 4:00 P.M. on Friday, August 25, 2006, for furnishing services necessary to prepare an update of the *Town of Luray Comprehensive Plan*. Inquiries for information should be directed to W. Ligon Webb, Town Planner at (540) 743-5511.

IF PROPOSALS ARE MAILED, SEND DIRECTLY TO THE ADDRESS SHOWN ABOVE. IF PROPOSALS ARE HAND DELIVERED, DELIVER TO: Town of Luray, 45 East Main Street, Luray, Virginia 22835.

Section I Procedural Requirements

1.1 PURPOSE:

The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified persons or firms to assist in the preparation of an update to the *Town of Luray Comprehensive Plan*, which was adopted December 13, 1993 which provides for sustainable growth in the Town. The updated plan is intended to provide specific strategies to guide future growth, assist with the protection and appropriate use of the Town's resources and to guide the sound investment in community services and facilities.

The Town is looking for qualified professionals that can update this planning document and assemble an effective and creative strategy to preserve the qualities of the Town's past while addressing the issues and opportunities of the future.

The updated plan shall contain the following components:

- a. Land Use Management Strategy identifying and analyze existing zoning and the appropriateness of future uses, densities, and designs.
- b. Phased Development Strategy identifying the desired sequence in which the Town's growth will be encouraged to develop by provisions of water and sewer. Additionally adjacent areas located in Page County will be explored to determine the appropriateness of future growth in these unincorporated areas which are adjacent to the Town and have access to public services.
- c. Environmental Protection Strategy that will address the relationship between the environment and activities associated with suburban and urban development. The strategy will provide identification of environmentally sensitive lands to be avoided or which require special consideration.
- d. Community Facilities Strategy identifying public facilities necessary to service the anticipated pattern of development.
- e. Transportation Strategy identifying the conceptual location and sequence in which road improvements are necessary to meet future sustained growth needs.
- f. Heritage/Historic Preservation Strategy identifying the structures, areas, or viewsheds with local significance which should receive special consideration.

1.2 SCOPE OF SERVICES

The Contractor will work with the Town to implement the process for updating the Town's Comprehensive Plan. A Citizens Advisory Committee will be responsible for the following efforts assisted by the Contractor:

- a. Attend, record, and process information gathered from approximately 8 community meetings to be held, beginning in September 2006, to extend over a 3-month period
- b. Attend monthly committee meetings and work sessions over an 8- to 14-month period
- c. Analyze demographic, economic, infrastructure, transportation, and environmental data to recognize historic trends and project future trends
- d. Evaluate existing land use
- e. Analyze appropriate, future types of land use and recommend the location of future land uses
- f. Recommend the Town's goals and objectives to be achieved over the next 20 years
- g. Prepare a draft document, representing the committee's work and long-range recommendations
- h. Present the draft document to the Planning Commission and Town Council

1.3 RFP RESPONSE:

In order to be considered for selection, Offerors must submit a complete response to this RFP, including responses to all pertinent questions in the Reference Questionnaire document. One (1) original and one (1) copy of each proposal must be submitted.

1.4 PROPOSAL PREPARATION:

- a. An authorized representative of the Offeror shall sign proposals. All information requested must be submitted. Failure to submit all information requested may result in the proposal being considered unresponsive. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
- b. Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.
- c. Each copy of the proposal should be bound or contained in a single volume where practical. All documentation submitted with the proposal should be contained in that single volume.

- d. Ownership of all data, materials and documentation originated and prepared for the Town pursuant to the RFP shall belong exclusively to the Town and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protection prior to or upon submission of the data or other materials, and must identify the data or other materials to be protected and state the reasons why protection is necessary.

1.5 SPECIFIC PROPOSAL REQUIREMENTS:

1. Proposals should be as thorough and detailed as possible so that the Town may properly evaluate your capabilities to provide the required services. Offerors are required to submit the following items as a complete proposal:
 - a. The return of this complete RFP signed and filled out as required.
 - b. Complete Data Sheet (Note: This should be included as an attachment to the RFP)

A written narrative statement to include:
 - (1) Experience in providing the services described herein.
 - (2) Names, qualifications and experience of personnel to be assigned to the project.
 - (3) Resumes of staff to be assigned to the project.
 - c. Response to the questions included in the attached Reference Questionnaire.

1.6 EVALUATION CRITERIA:

The Town using the following criteria will evaluate proposals:

1. Fee
2. Qualifications and experience of Offerors in providing the services
3. Specific plan or methodology to be used to perform the services

SECTION II

General Terms and Conditions

2.1 PURCHASING AND CONTRACTING POLICY:

This solicitation is subject to the provisions of Chapter 2, Article V, Contracting for Professional Services, Code of the Town of Luray and any revisions thereto, which are hereby incorporated into this contract in their entirety. A copy of the Code is available for review at the Town Office, 45 East Main Street, Luray, Virginia, or on the Town's website (www.townofluray.com).

2.2 APPLICABLE LAWS AND COURTS:

This solicitation and any resulting contract shall be governed in all respects by the laws of the Commonwealth of Virginia and any litigation with respect thereto shall be brought in the courts of the Commonwealth. The Contractor shall comply with applicable federal, state and local laws and regulations.

2.3 ANTI-DISCRIMINATION:

By submitting their proposal, Offeror certifies to the Town that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Virginia Fair Employment Act of 1975.

In every contract over \$10,000 the provisions in 1 and 2 below apply:

1. During the performance of this contract, the Contractor agrees as follows:
 - a. The Contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex or national origin, except where religion, sex or national origin is a bona fide occupational qualification reasonably necessary to the normal operation of the Contractor. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
 - b. The Contractor, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, will state that such Contractor is an equal opportunity employer.
 - c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this Section.
2. The Contractor will include the provisions of 1 above in every subcontract or

purchase order over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

2.4 ETHICS IN PUBLIC CONTRACTING:

By submitting a proposal, Offeror certifies that the proposal is made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other Offeror, supplier, manufacturer or subcontractor in connection with their proposal, and that they have not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised unless consideration of substantially equal or greater value was exchanged.

2.5 IMMIGRATION REFORM AND CONTROL ACT OF 1986:

By submitting their bids or proposals, the Offeror certifies that they do not and will not during the performance of this contract employ illegal alien workers or otherwise violate the provision of the Federal Immigration Reform and Control Act of 1986.

2.6 MANDATORY USE OF TOWN FORMS AND TERMS AND CONDITIONS:

Request for Proposals: Return of the complete document is required. Modification of or additions to the General Terms and Conditions of the solicitation may be cause for rejection of the proposal; however, the Town reserves the right to decide, on a case by case basis, in its sole discretion, whether to reject such a proposal.

2.7 CLARIFICATION OF TERMS:

If any prospective Offeror has questions about the specifications or other solicitation documents, the prospective Offeror should contact the Town no later than five working days before the due date. Any revisions to the solicitation will be made only by addendum issued by the Town.

2.8 PRECEDENCE OF TERMS:

Paragraphs 2.1 - 2.7 of these General Terms and Conditions shall apply in all instances. In the event there is a conflict between any of the other General Terms and Conditions and any Special Terms and Conditions in this solicitation, the Special Terms and Conditions shall apply.

2.9 COST OF SERVICES:

The subsequent contract is considered a FIRM FIXED PRICE CONTRACT. The fee proposed shall remain firm and shall include all charges that may be incurred in fulfilling the terms of the contract.

2.10 TERM OF CONTRACT:

The initial term of the contract will be 14 months from the date of award or until the services outlined in Section 1.2 are completed. This contract may be extended at the expiration of its terms by agreement of all parties.

2.11 PAYMENT TERMS:

Offerer shall submit a suggested payment schedule as tasks are complete. The Town will not front expenses nor for in advance for services not rendered.

2.12 QUALIFICATIONS OF OFFERORS:

The Town may make such reasonable investigations as deemed proper and necessary to determine the ability of the Offeror to perform the work and the Offeror shall furnish to the Town all such information and data for this purpose as may be requested. The Town further reserves the right to reject any proposal if the evidence submitted by, or investigations of, such Offeror fails to satisfy the Town that such Offeror is properly qualified to carry out the obligations of the contract and to complete the work contemplated therein.

2.13 ASSIGNMENT OF CONTRACT:

A contract shall not be assignable by the Contractor in whole or in part without the written consent of the Town.

2.14 DEFAULT:

In case of failure to deliver goods or services in accordance with the contract terms and conditions, the Town, after due oral or written notice, may procure them from other sources and hold the Contractor responsible for any resulting additional purchase and administrative costs. This remedy shall be in addition to any other remedies that the Town may have.

Section III

Special Terms and Conditions

3.1 AWARD:

Selection shall be made of two or more Offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposals. Negotiations shall be conducted with the Offerors so selected. After negotiations have been conducted with each Offeror so selected, the Town shall select the Offeror which, in its opinion, has made the best proposal, and shall award the contract to that Offeror. The Town may cancel this Request for Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous. Should the Town determine in its sole discretion that only one Offeror is fully qualified, or that one Offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to the Offeror. The award document will be a contract incorporating, by reference, all the requirements, terms, and conditions of the solicitation and the contractor's proposal as negotiated or proposed.

3.2 PROPOSAL ACCEPTANCE PERIOD:

Any proposal resulting from this solicitation shall be valid for (30) days. At the end of the (30) days the proposal may be withdrawn at the written request of the Offeror. If the bid or proposal is not withdrawn at that time it remains in effect until an award is made or the solicitation is canceled.

3.3 IDENTIFICATION OF PROPOSAL ENVELOPE:

The signed proposal should be returned in a separate envelope or package, sealed and identified as follows:

From: _____ Name of Offeror	_____ Due Date	_____ Time
_____ Street or Box Number	<u>Comprehensive Planning Services RFP</u>	
_____ City, State, Zip Code		

The envelope should be addressed as directed on Page 1 of the solicitation.

Section IV

Reference Questionnaire

4.1 ORGANIZATIONAL CAPABILITIES

A. Ability to Complete Project

1. List the firms, including public sector entities, for which you currently provide, or have completed in the last 12 months, land use planning schedules and procedures. Please include the size of the projects that you have evaluated, the number of projects, the population of the locality affected, the name of primary contact for firm on project, and the name of the person from the firm responsible for field work.
2. Prepare a time line to show expected schedule given the tasks outlined in Section 1.2. Include a brief description of the steps required to complete the initial project.

DATA SHEET (Must be completed by all Offerors)

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In compliance with this request for proposals and to all the conditions imposed herein, the undersigned offers and agrees to furnish the services in accordance with the attached-signed proposal or as mutually agreed upon by subsequent negotiation.

Name and Address of Firm:

_____ Date: _____
_____ By: _____
_____ Title: _____
FEI/FIN NO. _____ Telephone No. (____) _____
Fax No. (____) _____

Sample contract

**Town of Luray
Contract for Services**

This contract entered into this _____, of _____, 2006, by _____, hereinafter called the "Contractor" and the Town of Luray hereinafter called the "Town."

WITNESSETH that the Contractor and the Town, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

SCOPE OF SERVICES: The Contractor shall provide the service to the Town as set forth in the Contract Documents.

PERIOD OF CONTRACT: _____ through _____.

CONTRACT DOCUMENTS: These Contract Documents shall consist of this signed Contract, the description or scope of work, general terms and conditions, special terms and conditions, specifications, and other data contained in the Request for Proposals dated July 17, 2006 together with all written modifications thereof and the proposal submitted by the Contractor dated _____ and modification dated _____, all of which documents are incorporated herein.

IN WITNESS WHEREOF, the parties have caused this contract to be duly executed intending to be bound hereby.

Contractor:

By: _____

Name: _____

Title: _____

Town of Luray:

By: _____

Name: _____

Title: _____